

Jagannath International Management School

Vasant Kunj, New Delhi-110070

(Affiliated to Guru Gobind Singh Indraprastha University, New Delhi)

Recognized u/s 2(f) by UGC & Accredited with 'A' Grade by NAAC

Participant of United Nations Global Compact, New York

ISO 9001:2015 Quality Certified

PROGRAMME: BBA	
Programme Outcomes	
PO 1	Students will have in-depth Knowledge of Management Concepts, Techniques, Tools and their Application in live situation
PO 2	Students will have Leadership Skill, Team Spirit and Analytical Abilities
PO 3	Students will have Soft Skill and Holistic Personality
PO 4	Have qualified Business Management Graduates
PO 5	Students are equipped with Skills for their Career Development
PO 6	Students are prepared for their Placement.
Programme Specific Outcomes (PSOs)	
PSO 1	Understand Marketing Discipline and to Grow as A Marketing Professional
PSO 2	Understand Finance Discipline and to Grow as A Finance Professional
PSO 3	Understand Human Resource Management Discipline and to Grow as A Human Resource Management Professional
PSO 4	Have in-depth Knowledge of Sustainable Development Goals and motivation to contribute in their attainment.

Adhuri
Dr. Neelam Gupta
(HOD - Mgmt. Studies)

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First semester- BBA

Subject: Management Process & Organizational Behaviour

Subject Code: BBA 101

Course Outcomes:

- Students will be able to describe the concepts of Management
- Students will be able to execute the basic functions of Management as it is done in an organizations
- Students will be able to distinguish between Individual and Group behavior

Subject: Business Mathematics

Subject Code: BBA 103

Course Outcomes:

- Demonstrate the basic knowledge of Counting, AP, GP and functions.
- Obtain the different types of matrix operations.
- Demonstrate the use of Cramer's rule, Ad-joint matrix and Gaussian Elimination method and echelon matrix.
- Study the applications of matrices, I/O analysis, depreciation lapse schedule and leiontiff I/O model. Permutation and combination concepts
- Study the differential calculus concepts and illustrations of maxima and minima, lagrangian multipliers and its business applications.
- Study of applications of integral calculus and demonstrate the use of consumer's or Producer's surplus and learning curve

Adhikari
Dr. Nishu

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Subject: Financial Accounting and Analysis

Subject Code: BBA 105

Course Outcomes:

- The students will interpret and analyze the financial statements after going through this course.
- The students will assess the depreciation policy and can determine which method is best suited to an organization.
- The students will develop an understanding of how the stock exchanges function.

Subject: Business Economics

Subject Code: BBA 107

Course Outcomes:

- Students are equipped to sharpen the decision making skills based on economic principles and theories.
- Students are able to apply economic concepts for forecasting.

Subject: Computer Applications

Subject Code: BBA 109

Course Outcomes:

- The students will be able to understand the basics of Computer and IT
- The students will learn Basic and Advanced Functions of Ms-Excel, Word Processor and Presentation Package.
- The students will be able to understand the importance of security and application areas of computer in IT

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Third semester- BBA

Subject: Business Law

Subject Code: BBA 201

Course Outcomes:

At the end of the course;

- Students would be able to understand the basic terminology of laws of business and their basic applications.
- Students would be able to understand various important sections, amendments and applications of Indian Contract Act-1872, Sales of Goods Act-1930, Negotiable Instruments Act-1881 and Indian Companies Act-2013.

Subject: Marketing Management

Subject Code: BBA 203

Course Outcomes:

After completion this course, the students should be able to:

- Critically analyze an organization's marketing strategies
- Evaluate marketing implementation strategies
- Formulate and assess strategic, operational and tactical marketing decisions
- Plan and conduct an investigation into an organization's marketing strategy, and communicate findings in an appropriate format.
- Understand the dynamics of marketing in business
- Apply the theoretical marketing concepts to the practical situations
- Demonstrate the ability to carry out a market research projects
- To communicate unique marketing mixes and selling propositions for specific products
- Construct written sales plans and professional interactive presentations

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Subject: Business Ethics and Corporate Social Responsibility

Subject Code: BBA 205

Course Outcomes:

By the end of this course, students will be expected to have the following:

Knowledge and understanding

Students will understand:

- The foundations for the major ethical schools of thought
- The ethical implications of business policies and decisions
- The importance of different perspectives of CSR in the business world
- The importance of making informed, practical judgments based upon knowledge of sound ethical principles and motivations
- The frameworks for analyzing different stakeholders in and around companies at national and global level
- The role of different stakeholders with regards to national systems of employment relations
- The CSR approach of multi-national companies
- CSR and cultural differences.

Intellectual skills

Students will be able to:

- Understand the impact of individual and collective corporate decisions on the broader environment
- Acquire a set of skills and tools for evaluating ethical issues
- Compare CSR approaches across different countries and cultures

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